

# September News

## Throwing light on the consequences of cancer and its treatment report



Our [new report](#) highlights that at least one in four people living with cancer (over 500,000 in the UK) experience a wide range of long-term health conditions following cancer and its treatment. A [shorter summary report](#) is also available.

The report is helping to explain the changing nature of cancer and the growing need for the type of support that we want people living with and beyond cancer to have access to. In June we revealed that by 2020, while almost one in two people will get cancer in their lifetime, almost four in ten of those will not die from it. This means more attention

needs to be paid to the chronic physical and psychosocial problems that some people face. [Read more.](#)

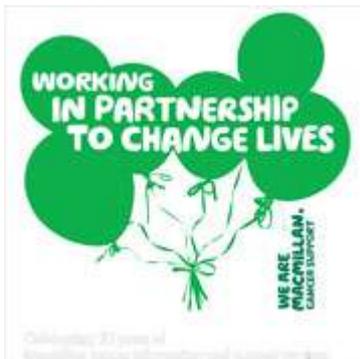
## Information for patients improves outcomes and reduces costs

The Patient Information Forum (PiF) recently published research (part funded by Macmillan) showing that providing [patient information](#) as an integral part of a high-quality care package has a significantly positive impact on service use and cost.

The report outlines the evidence base for high-quality consumer health information and is proof that information can help deliver better outcomes for patients. When patients are supported with the right information at the right time, we can improve their healthcare experience, and safety and wellbeing, whilst making substantial capacity savings and significant returns on investment. [Read more.](#)

## 20 years of Macmillan cancer information and support services

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Providing information and support to people affected by cancer is a core component of Macmillan's work, with our local information and support centres responding to more than 350,000 enquiries last year alone.

We've been developing this type of service across the UK for the last 20 years and we couldn't have done it without the time and expertise of countless people and partners. To recognise this work, we've compiled [a report](#) outlining:

- our investment in information and support since 1993
- the benefits to people affected by cancer
- key learnings
- and our future plans to continue developing these services through enhanced partnership working.

[Email us](#) for more info.

## Macmillan #1 charity brand

We've recently topped this year's PR Week and Third Sector Charity Brand Index. It's great news as this encompasses everything we do - our services, communications, campaigns and fundraising.

As the number of people living with cancer is set to double by 2030, our vital work is needed more than ever. The Macmillan brand is a driving force in making this a reality.

Thank you for all your hard work; it all contributes to this amazing achievement.

## Be Clear on Cancer 'blood in pee' - England's national campaign to launch in October

Public Health England, in partnership with Department of Health and NHS England, have announced details of their next national Be Clear on Cancer campaign, which will launch in October.

Using TV, radio and press advertising and events in shopping centres, the campaign will highlight 'blood in pee' as a symptom of kidney and bladder cancers and encourage people who experience the symptom to see their GP, even if 'it's just the once'.

[Find out more](#) and download an [introductory briefing sheet](#) for the campaign.

## September Learning and development

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### Meet colleagues. Share knowledge. Improve cancer care.



As a Macmillan professional we want to make sure you get the most you possibly can from your role. The Macmillan Professionals Event, taking place on Thursday 7 – Friday 8 November, is the ideal place to do just that.

This year's event focuses on integration in cancer care and Macmillan's plans for professionals' engagement, providing the perfect learning and development tools as well as the chance to influence our work. Expert sessions include talks from key representatives from Manchester City Council and Greater Manchester Cancer Services Provider Board, Mission Performance, as well as a key note session on professionals' engagement delivered by Macmillan Director for Professionals Engagement, Steve Richards.

The event is free and places are allocated on a first-come, first-served basis, so [register today](#).

### Let's work it out



There are more than 700,000 people of working age living with cancer in the UK. We know you're one of the professionals people might turn to during this time. But you may want more information and advice to help you when you're having conversations about work.

You don't have to be an expert to talk about work and cancer. Our free *Work support route guide* will help you ask the right questions, at the right times, and will enable you to signpost people to available support.

[Access the guide and other useful resources today.](#)

## September External events

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### Teenagers and Young Adults with Cancer Winter Education Day, 28 November 2013, Leeds

The event includes sessions on the designation process - the design, the development and working with the Principal Treatment Centre. It also features interactive sessions led by young people and panels discussing the gaps in services and how they have been overcome. [Submit an abstract or register here.](#)

### Hospice Care Conference – 'Fit for the Future', 21-23 October, Bournemouth

We will be exhibiting at the Help the Hospices conference, which will discuss recommendations emerging from the commission into the future of Hospice Care and offer presentations from renowned speakers from the UK and the international palliative care community. The event will bring together people from a range of disciplines to facilitate debate and share learning. There will also be an opportunity to network, including a free drinks reception and a conference dinner. [Find out more and register for the conference.](#)

## September Get involved

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### Join us for the World's Biggest Coffee Morning



Last month, Karen, a Macmillan Welfare Rights Adviser, told us how her team enjoyed giving something back to Macmillan by organising a coffee morning. This month, Lynette, a Specialist Palliative Care Clinical Nurse and team leader at Mid Yorkshire NHS tells you why her team take part in this enjoyable event:

'Coffee Morning is a fun way of raising the profile of our service within the trust and the local community. It's also a great chance for team building as the whole department gets involved. And consultants buy cakes for their entire teams!'

[Sign up to hold a Coffee Morning](#) to promote your service, bring together your team, and raise money to help Macmillan be there for everyone who needs them.

If you're unable to hold an event but would like to attend one, [email us](#) to find out what's happening near you.

### Resources to help you get every drop from your coffee morning



Once you sign up to hold an event, you'll receive a free kit full of helpful information and promotional materials. We've also created these useful downloadable resources designed especially for those of you taking part:

- [Get every drop from your Coffee Morning](#): a guide for Macmillan professionals: includes some top fundraising ideas to make your event really special and advice on how to use the event to promote your service.
- [Handy information guide](#): a handy guide to help you talk to people at coffee morning events about Macmillan.

There is also [a range of invitations and posters](#) you can personalise to promote your event in the workplace or local community.

And [Macmillan's shop](#) offers a range of products that can perfectly compliment your coffee morning.